Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1. (Currently Amended) A computer-implemented method of determining a prioritized list~~ing~~ of offers for use to contact potential customers, the method comprises:

generating in a computer an ordered list~~ing~~ of offers from a set of offers, by which to contact a potential customer from a group of potential customers by considering the potential customer independently from others of the potential customers in the group, during generating of the ordered list~~ing~~ of offers for the potential customer[[;]], with generating comprising:

assigning offers by the computer based on individual attributes of the potential customer independently of corresponding attributes of the others of the potential customers in the group;

repeating generating for subsequent others of the potential customers to produce corresponding ordered lists; and

~~operating on a merged~~ producing a second list of offers that is a list provided from the ordered lists of offers from the one and subsequent others of the potential customers, with the second list based upon a budget for contacting the potential customers in the group~~, with the merged list of offers including offers in the ordered listing of offers for the potential customers in the group of potential customers~~.

2. (Currently Amended) The method of claim 1 wherein generating further comprises:

eliminating offers that are mutually exclusive from the ordered list~~ing~~ of offers.

3. (Currently Amended) The method of claim 1 wherein the ordered list~~ing~~ of offers is prioritized based on highest expected profit.

4. (Currently Amended) The method of claim 1 wherein generating further comprises:

~~operating on the~~ filtering out illegal offers from the set of offers for a member of the group of potential customers.

5. (Currently Amended) The method of claim 1 wherein, the method further comprises:

producing an alternative ordered list~~ing~~ of offers having N offers if a number of offers exceeds a number N of offers allocated for a potential customer.

6. (Currently Amended) The method of claim 1 wherein generating the ordered list~~ing~~ of offers is performed independently for a potential customer in the group of potential customers to produce a list for ~~each potential customer~~ the one and subsequent others of the potential customers.

7. (Currently Amended) A computer-implemented method of determining a prioritized number of offers to contact customers from a group of potential customers, the method comprising:

determining ~~in~~ by a computer an ordered ~~set~~ list of offers to be sent to a potential customer in the group of potential customers;

repeating determining by the computer of ordered lists for subsequent others of the potential customers;

~~operating on a merged~~ producing a second list of offers from the ordered lists of offers from the one and subsequent others of the potential customers, with the second list being further based upon a budget for contacting the potential customers in the group~~, with the merged list of offers including offers in the ordered listing of offers for the potential customers in the group of potential customers~~; and for a potential customer:

eliminating any offers that are not applicable to the potential customer based on eligibility rules for the offer or offers for which an expected profit for the potential customer is below a threshold amount; and

ordering remaining offers by expected profit.

8. (Currently Amended) The method of claim 7 further comprising:

producing a proposed solution having an ordered list~~ing~~ of N offers where N is the lesser of the total remaining offers and the maximum number of offers allowed for the potential customer.

9. (Previously Presented) The method of claim 8 wherein the proposed solution is represented as a bit string of a length that is equal to the total of the remaining offers.

10. (Currently Amended) The method of claim 9 wherein the proposed solution is checked against rules of the form (M,S), meaning at most M offers from set S can be sent to a potential customer.

11. (Previously Presented) The method of claim 10 wherein if an (M,S) rule is violated, a list of new alternative proposed solutions is generated by:

determining a number of bits T > M from the set S that indicate offers should be sent in the proposed solution;

generating new alternative proposed solutions, each proposed solution containing new alternative offers, wherein a new alternative offer is represented in a bit string by setting T-M number of bits that are not a part of the set S, and which immediately follow a rightmost one bit R1 in the proposed solution.

12. (Previously Presented) The method of claim 11 further comprising:

generating alternative proposed solutions based on all combinations of the T one bits up to R1 and any zero bits in set S between R1 and R2 containing M one bits.

13. (Previously Presented) The method of claim 12 wherein a new alternative proposed solution is merged with any preceding list of proposed solutions.

14. (Original) The method of claim 13 wherein the list of proposed solutions is checked in decreasing order of profitability.

15. (Previously Presented) The method of claim 7 wherein operating on the merged list of offers further comprises:

sorting the merged list of offers by return on investment; and

truncating the bottom of the merged list of offers.

16. (Currently Amended) The method of claim 13 further comprising:

flagging potential customers who are truncated for an offer; and

rerunning flagged customers after removing exhausted offers and offers that the flagged potential customers were already approved for, while lowering ~~their max~~ a maximum number of allowed offers for the flagged potential customers.

17. (Original) The method of claim 13 wherein truncating occurs at a boundary defined by a constraint on the method.

18. (Currently Amended) The method of claim 13 wherein truncating is selectable by ~~the~~ a user.

19. (Currently Amended) The method of claim 18 wherein truncating occurs based on individual variance of profit from a potential customer with potential customers having low variance being truncated for certain offers before potential customers having high variance.

20. (Currently Amended) A computer program product residing on a computer readable medium for determining a prioritized number of offers to contact potential customers from a group of potential customers, comprises instructions to cause a computer to:

determine in a computer an ordered ~~set~~ list of offers to be sent to a potential customer in the group of potential customers;

repeat determining by the computer of ordered lists for subsequent others of the potential customers;

~~operating on a merged~~ produce a list of offers from the ordered lists of offers from the one and subsequent others of the potential customers, with the second list based upon a budget for contacting the potential customers in the group, ~~with the merged list of offers including offers in the ordered listing of offers for the potential customers in the group of potential customers~~; and for a potential customer:

eliminate any offers that are not applicable to the potential customer based on eligibility rules for the offer or offers for which an expected profit for the potential customer is below a threshold amount; and

order remaining offers by expected profit.

21. (Currently Amended) The computer program product of claim 20 further comprising instructions to:

produce a proposed solution having an ordered list~~ing~~ of N offers where N is the lesser of the total remaining offers and the maximum number of offers allowed for the potential customer.

22. (Previously Presented) The computer program product of claim 20 wherein the proposed solution is represented as a bit string of a length that is equal to the total number of the remaining offers.

23. (Currently Amended) The computer program product of claim 20 further comprising instructions to:

check a proposed solution against rules of the form (M,S) meaning at most M offers from set S can be sent to a potential customer.

24. (Previously Presented) The computer program product claim 23 wherein if an (M,S) rule is violated,

the computer program product further comprises instructions to:

generate a list of new alternative proposed solutions by instructions that:

determine a number of bits T > M from a set S that indicate offers should be sent in the proposed solution;

generate new alternative proposed solutions, the proposed solutions containing new alternative offers, with the new alternative offers represented in a bit string by setting T-M number of bits that are not a part of the set S, and which immediately follow a rightmost one bit R1 in the proposed solution.

25. (Previously Presented) The computer program product of claim 24 further comprising instructions to:

generate alternative proposed solutions based on all combinations of the T one bits up to R1 and any zero bits in set S between R1 and R2 containing M one bits.

26. (Original) The computer program product of claim 25 wherein the new alternative proposed solutions are merged with any preceding list of proposed solutions.

27. (Previously Presented) The computer program product of claim 20 wherein operating on the merged list of offers further comprises:

sorting the merged list of offers by return on investment; and

truncating the bottom of the merged list of offers.

28. (Currently Amended) A system for determining a prioritized number of offers to send to potential customers from a group of potential customers, the system comprises:

a computer; and

a computer readable medium storing a computer program product for determining the prioritized number of offers, comprises instructions to cause the computer to:

determine in a computer an ordered ~~set~~ list of offers to be sent to a potential customer in a group of potential customers;

repeat determining by the computer of ordered lists for subsequent others of the potential customers;

~~operating on a merged~~ produce a list of offers from the ordered lists of offers from the one and subsequent others of the potential customers, with the second list being further based upon a budget for contacting the potential customers in the group~~, with the merged list of offers~~

~~including offers in the ordered listing of offers for the potential customers in the group of potential customers~~; and for a potential customer:

eliminate any offers that are not applicable to the potential customer based on eligibility rules for the offer or offers for which an expected profit for the potential customer is below a threshold amount; and

order remaining offers by expected profit.

29. (Previously Presented) The system of claim 28 wherein the proposed solution is represented as a bit string of a length that is equal to the total number of the remaining offers.

30. (Currently Amended) The system of claim 28 wherein the proposed solution is checked against rules of the form (M,S) meaning at most M offers from set S can be sent to a potential customer.

31. (Previously Presented) The system of claim 28 wherein operating on the merged list of offers further comprises:

sorting the merged list of offers by return on investment; and

truncating the bottom of the merged list of offers.